



RELAY FOR LIFE

TIPS ON FUND RAISING

The American Cancer Society relies on its fundraising efforts to provide cancer research, cancer control programs, and patient services to the Lebanon community. By raising money as a team member, you play an important role in that mission.

As a participant in the **RELAY FOR LIFE**, we ask that you raise a minimum of \$200 in donations for the American Cancer Society. Everyone that raises \$200 or more will receive a great incentive prize, and anyone raising \$500 or more, and \$1,000 or more, will receive an additional prize. All prizes are cumulative!

Raising \$200 is easy. So is raising \$300. Here's how:

- **START EARLY!** It's easier to spread out the fundraising over several months.
- Sell ads in the **RELAY FOR LIFE** program, and receive ½ the amount toward your pledge money! For example: sell a quarter page ad for \$250 and receive \$125 credit toward your pledges! (More information is included in this pocket).
- Dedicate your personal effort to someone who has won a battle with cancer, someone who is currently fighting it, or someone who has lost to cancer. Write a letter telling friends, co-workers, and business associates, your doctor, your dentist, and family members what you're doing and why it is so important. Ask them to make a donation and provide a self-addressed, stamped envelope for their convenience!
- Conduct a garage sale, car wash, or bake sale. Be creative - find people who enjoy doing crafts and have them donate items for you to sell. Take advantage of holidays when people need gift ideas (Christmas, Valentine's Day, Mother's Day, etc.).
- Ask your church, business or organization to sponsor a fundraiser for your team. Sell pizza, subs, donuts or candy. Have a spaghetti supper or a chicken barbecue.
- Make it affordable for donors. Rather than asking one person for \$100, or two people for \$50, break it down. Ask twenty people for \$10, or ten people for \$20. Let them know what you're contributing - dollars plus 24 hours of your life!
- If your company has a matching gifts program, be sure to notify them. Your pledges can be doubled if not tripled! (Matching gift money needs to be submitted **and** received by the ACS prior to the **RELAY** to be eligible for individual prizes and team awards. We cannot give you credit for the matching gift unless we have the actual check from the company by the deadline).
- Clean out your attic and sell unwanted pieces to an antique dealer or other appropriate vendor. Sell old clothes or accessories to a consignment shop. You'll clean your home while raising money for a great cause!

TEAM FUND RAISING GUIDELINES FOR RELAY FOR LIFE AMERICAN CANCER SOCIETY, PENNSYLVANIA DIVISION

Thank you for your interest and enthusiasm in conducting a project to benefit the American Cancer Society (ACS)! Your efforts help us to accomplish our Mission.

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer through research, education, advocacy and service.

When conducting a project for the American Cancer Society, please adhere to the following guidelines. It is the responsibility of the Relay Team Captain to share this information with all team members.

1. When holding a fundraiser where expenses are incurred, teams must plan for the following:
 - How will expenses be paid, and where will funds for these expenses come from?
 - Is the revenue worth the effort of volunteer time?
2. Any expenses incurred during a team fundraiser are the sole responsibility of the individuals contracting for the goods and services.
3. All checks made payable to the American Cancer Society can only be deposited into an authorized Pennsylvania Division, Inc. “deposit only” account, and expenses cannot be reimbursed under any circumstances through this account.
4. No bank accounts can be opened under the American Cancer Society name.
5. If your team fundraiser is conducted and promoted in support of the American Cancer Society, all proceeds must go to the American Cancer Society. The sponsor or any individual, involved with the event may take no fees, commissions or salary.
6. Relay fundraising teams are not allowed to use the American Cancer Society’s Pennsylvania State Sales Tax-Exempt, or Federal Employer Identification number, when directly purchasing materials or supplies for their fundraisers from suppliers / vendors. Both Pennsylvania and Federal tax laws specify that groups raising funds independently to later provide financial support to the American Cancer Society be prohibited from claiming exemption from State and any other applicable taxes on such purchases.
7. If the American Cancer Society name and/or logo are used on any promotional materials (print or broadcast), sponsor must contact the local American Cancer Society office and staff person for approval. Appropriate wording for any promotion is as follows:

“A portion of the proceeds from (event name) will go to benefit the American Cancer Society.”

The sponsor of the event must consider any expense incurred in production of the event as a donation. If the sponsor wishes to take expenses out of the proceeds of the event, checks MAY NOT be made payable to the American Cancer Society, and will not be tax deductible.

8. The American Cancer Society name and logo may not be used in any way that may appear as a trademark or endorsement of the sponsor's product(s).
9. The American Cancer Society will provide acknowledgement letters for items donated to the event. However, you must be responsible for forwarding the donor's name, address, phone number, and a description of the gift to the American Cancer Society within two weeks after your project. The acknowledgment letter from the American Cancer Society will state the description, not the value, of the donated item.
10. The American Cancer Society reserves the right to request you not approach a particular donor, business, or organization for the purpose of underwriting or contributing to your project due to potential conflicts of interest that may arise among other income development initiatives and your plans.
11. The American Cancer Society cannot be responsible for insurance coverage liability or liquor licensing for any outside sponsored event. This will be the responsibility of the sponsor. (As required by the insurance carrier of the American Cancer Society due to the fact that the American Cancer Society does not have control of the activities in the outside sponsored event).
12. According to Pennsylvania Law, raffles and small games of chance cannot be held in conjunction with your event unless:
 - The Commonwealth deems that your business/organization is eligible to apply for a raffle permit or small games of chance License.

Contact the staff of your local American Cancer Society office for guidance if considering a raffle.

Raffles are not tax deductible.

13. The American Cancer Society is a public charity that cannot support or oppose political candidates or parties. The ACS can invite current legislators to attend ACS-sponsored events, however, you should emphasize to the legislator in writing that the ACS is a non-profit, charitable organization that may not engage in political activity and request that they refrain from doing any campaigning at the event. Violation of this prohibition can result in revocation of ACS' tax-exempt status. Giving a specific candidate complimentary passes to an event that others must pay to attend is prohibited.
14. The American Cancer Society reserves the right to refuse involvement in your project at will. Additionally, the American Cancer Society reserves the right to terminate partnership with your business/organization and/or you at will.
15. The American Cancer Society requests that teams carefully consider their fundraising efforts. During the planning of any event, ask these questions:
 - Is it ethical?
 - Is it offensive to any group?
 - What is the financial risk/outcome?
 - Do we have unanswered questions or any doubt? Call your American Cancer Society office.

The American Cancer Society appreciates the hard work and effort put into raising dollars for the mission. However, the name and reputation of the American Cancer Society is more important than any funds raised.

I acknowledge that I have reviewed and understand this information about outside sponsored events benefiting the American Cancer Society's Relay for Life.

_____ - Team Captain Name
(Please print)

_____ - Team Captain Signature

_____ - Date Signed

_____ - Name of Fundraising Activity

_____ - Contact Person of Activity / Phone Number

_____ - Date Fundraising Activity will be held

FUNDRAISING RULES TO ABIDE BY

Please contact Erin Velazquez at the American Cancer Society (273-4582) for any questions regarding the promotion of fundraisers. Remember, you are not allowed to solicit companies for donations during the United Way Campaign blackout dates. This year's blackout period ends November 14, 2003. Please contact the office in the summer of 2004 for next fall's dates.

All profits from Relay fundraisers must go to the Relay For Life. We ask that you do not "split" money raised from events with other non-profits.

The American Cancer Society must report all upcoming raffle/bingo/lottery events that utilize the ACS raffle/bingo/lottery license to the Lebanon County Treasurer's Office well in advance of the event itself. Since only one team may use the license at a time, we have developed a lottery drawing where teams who are interested in using the license for that particular kind of event, are put in a hat and a winner is drawn. These special drawings are done twice a year - once in the spring, and once in the fall at a committee meeting.

In order to give everyone an equal opportunity for future fundraisers, we have decided to outline the following set of guidelines for signing up for these events.

1. We will schedule drawings twice per year: once in the spring, and once in the fall at a committee meeting.
2. Teams are allowed to sign up for one lottery, one raffle and one bingo per year.
3. If multiple teams sign up for the same month or date, a drawing will be held to break the tie.
4. Teams are responsible for notifying the ACS office of any changes.
5. Teams are responsible for notifying Erin Velazquez of the date, time and location for all bingo events, and date and time raffle ticket will be drawn as soon as that information is known. Remember that you may not advertise or sell any tickets prior to my notification to the Lebanon County Treasurers Office. Failure to notify Erin Velazquez of these scheduled dates, times, and locations prior to the time you start selling tickets for your event may result in the forfeiture of your opportunity to hold an event.

If you need a copy of the Small Games of Chance Rules & Regulations, or Bingo Regulations as set forth by the Lebanon County Treasurer's Office, call the Lebanon ACS office (273-4582) for a copy. Any violations of these rules could result in the loss of our license. Below are just a few highlights of the rules:

- .. We are limited to 12 raffles a year (1 per month) with each prize not to exceed \$500 in value, or \$5,000 total for any raffle. All raffle tickets must include the location (always the ACS Office in Lebanon), date, and time of winning raffle ticket drawing.
- .. We are allowed one daily drawing (lottery) chance for each day the daily drawing (lottery) is held, and can do this concurrently with a raffle.
- .. Only one raffle can be drawn at the Relay site.
- .. You are not allowed to advertise your raffle prizes or ticket price anywhere except on the face of the ticket, or in Relay For Life newsletters.
- .. Raffle tickets and other Small Games of Chance can be sold throughout Lebanon County with the exception of Mt. Gretna Borough and South Annville Township.

SAMPLE LETTER FOR FUND RAISING

Dear (Friends, Associates, Relatives),

I recently joined a team in the American Cancer Society / Ladd-Hanford **RELAY FOR LIFE** with my (friends, colleagues) at (name of team or sponsor). The **RELAY FOR LIFE**, which involves teams of eight to twelve people taking turns walking or running around a track for twenty-four hours, will take place on Friday, May 14 and 15, 2004 at Cedar Crest High School. My team and I are looking forward to this deeply touching and uplifting event.

At 9:00 PM that Friday, the track is cleared as a special Luminaria Service is conducted. At this point, the names of those who battled cancer will be read as loved ones light a candle in memory of them, or in support of their fight. It is a powerful ceremony that serves as a vivid reminder that we have all, in some way, been touched by this dreaded disease.

Please join me in the fight against cancer by sponsoring my (walk or run). Your donation of (\$25) or more will help provide crucial services, programs, and education to local cancer patients, as well as help fund national cancer research. You may send the check, payable to the American Cancer Society, to my address at (list your address here). I invite you to join me and my team at the **RELAY FOR LIFE**, and cheer us on, or you may wish to attend the Luminaria Service. We'd love to see you there!

Thank you for your generosity and support!

Best Regards,

(your signature)

PENNSYLVANIA DIVISION TEAM FUNDRAISING CLUBS

Diamond Club: \$20,000 raised by a team

1. Each team member receives a Diamond Club lapel pin.
2. Each team member receives a Diamond Club special gift.
3. Two team representatives will be invited to the Pennsylvania Division Annual Meeting and Awards Dinner.
4. The team is recognized in the Pennsylvania Division Annual Report (20,000 printed).
5. The team is recognized in the Team Fundraising Club book and in *Connections*, the Pennsylvania Division newsletter.
6. The team receives verbal recognition at the Relay event. The team is given recognition signage if money is turned in two weeks prior to the event.

Platinum Club: \$10,000 raised by a team

1. Each team member receives a Platinum Club lapel pin.
2. The team is recognized in the Pennsylvania Division Annual Report (20,000 printed).
3. The team is recognized in the Team Fundraising Club book and in *Connections*, the Pennsylvania Division newsletter.
4. The team receives verbal recognition at the Relay event. The team is given recognition signage if money is turned in two weeks prior to the event.

Gold Club: \$7,500 raised by a team

1. Each team member receives a Gold Club lapel pin.
2. The team is recognized in the Team Fundraising Club book.
3. The team receives verbal recognition at the Relay event. The team is given recognition signage if money is turned in two weeks prior to the event.

Silver Club: \$5,000 raised by a team

1. Each team member receives a Silver Club lapel pin.
2. The team is recognized in the Team Fundraising Club book.
3. The team receives verbal recognition at the Relay event. The team is given recognition signage if money is turned in two weeks prior to the event.

Bronze Club: \$2,500 raised by a team

1. Each team member receives a Bronze lapel pin.
2. The team is recognized in the Team Fundraising Club book.
3. The team is recognized verbally at the Relay event.